

# THE ESSENTIALS OF VIDEO MARKETING

Videos are also a lot more versatile than any other form of content. Once you've mastered the art of making videos, you can play around according to your needs.



## VIDEO STRATEGY

Ensure your content reflects your brand message clearly.



Create customer personas to target your audience better.

Build content around your target audience's interests.



Manage a content library to purpose your video content.

Maintain a consistent style for your videos.



## NATIVE VIDEO CONTENT

Native videos are those that are uploaded directly to each network.



Uploading videos this way is likely to get you more engagement.

Native videos can be watched more easily by your followers.



## SHORTER VIDEOS

The human attention span is falling (it is now <8 secs).



Your video content has to grab the viewer's attention within that span.



## TELL A STORY



Create a strong story arc and make it meaningful.

Appeal to customers emotionally and provide a solution.



Involve your audience by crowdsourcing content ideas.